



*Venues revealed – Rugby New Zealand 2011 CEO Martin Snedden and Rugby World Cup Limited General Manager Ross Young announce the quarter-final and Bronze Final venues for RWC 2011*

## **RWC 2011 playoffs locked and loaded**

It was standing room only on Thursday September 4 when Rugby New Zealand 2011 and Rugby World Cup Limited revealed the venues for the quarter-finals and Bronze Final for Rugby World Cup 2011.

The event was the culmination of months of planning, weeks of analysis and discussion and intense speculation in the days leading up to the announcement, particularly around the split and location of venues for the four quarter-finals.

That anticipation was extended as RNZ 2011 CEO Martin Snedden announced that final agreements had been concluded to confirm Auckland's Eden Park as host of the semi-finals and Final, as previously indicated. He then announced that Eden Park had been chosen to host the Bronze Final one or two days before the Final.

Finally, he announced that Christchurch and Wellington would each host two quarter-finals to the jubilation of the representatives present including Christchurch City Mayor Bob Parker and Wellington City Councillor John Morrison and Wellington City Council CEO Garry Poole.

The announcement concluded the first stage of the match and team allocation process. Applications to host quarter-final matches were lodged by the Auckland, Christchurch and Wellington regions, while Auckland and Hamilton had applied to host the Bronze Final match.

“This decision gives fans in the Wellington and Christchurch regions something really special to look forward to in 2011. The quarter-final weekends in both cities will be tremendous sporting and festival occasions.”

The decisions were unchanged from those recommended by the Board of RNZ 2011 Ltd and ratified by the Board of Rugby World Cup Limited (RWCL). RWCL Chairman Bernard Lapasset said RWCL was pleased to endorse RNZ 2011's recommendations.

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### **ABOUT RUGBY NEW ZEALAND 2011 LTD**

RUGBY NEW ZEALAND 2011 LTD (RNZ) WAS ESTABLISHED IN JUNE 2006 AND IS THE ORGANISATION RESPONSIBLE FOR THE PLANNING AND DELIVERY OF RUGBY WORLD CUP 2011 IN NEW ZEALAND ON BEHALF OF ITS SHAREHOLDERS: THE NEW ZEALAND RUGBY UNION AND THE NEW ZEALAND GOVERNMENT. RNZ IS GOVERNED BY AN EIGHT-MEMBER BOARD OF DIRECTORS CHAIRED BY CURRENT NZRU CHAIRMAN JOCK HOBBS. THE NEW ZEALAND RUGBY UNION WAS SELECTED AS THE HOST UNION FOR RUGBY WORLD CUP 2011 BY THE INTERNATIONAL RUGBY BOARD IN NOVEMBER 2005.

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*Wellington Rugby Football Union CEO Greg Peters, at left, and Canterbury Rugby Football Union CEO Hamish Riach (right) celebrate the news that Wellington and Christchurch will each host quarter-finals*

The semi-finals will be played on the weekend of 15 and 16 October while the Bronze Final will be staged one or two days prior to the Final which is scheduled to be played on Labour Weekend (October 21-23) 2011.

The decision to award the quarter-finals to two cities is similar to the structure used at RWC 2003, when the equivalent stage of knockout matches was hosted by Melbourne and Brisbane. For RWC 2007, two of the quarter-finals were held in Marseilles, while Paris and Cardiff hosted one quarter-final each.

“We understood RWCL’s preference to host the quarter-finals in only two venues, as that is far easier from an operational and paying spectator’s standpoint,” said Martin Snedden.



*Wellington City Councillor John Morrison, left, and Wellington Stadium Chairman Paul Collins (right) toast Wellington’s achievement*

“We are determined to use the match and team allocation process as the catalyst to genuinely bring to life our vision of ‘a Stadium of Four Million’,” said Martin Snedden.

“Our experience tells us that for the integrity of the tournament, in terms of planning and management, the best option is two venues for the quarter-finals. It means there is clarity for travelling supporters in terms of their ticket purchase options in advance of the tournament and it greatly assists team logistics and travel planning for the knockout stages.

“Wellington and Christchurch are renowned international rugby venues and we are confident these cities and their surrounding regions will be great hosts for these important matches. The same is true for Auckland and having the Bronze Final in the same city just days before the Final is also a tried and tested formula,” he said.

The four quarter-finals will be played on the weekend of October 7, 8 and 9, 2011.

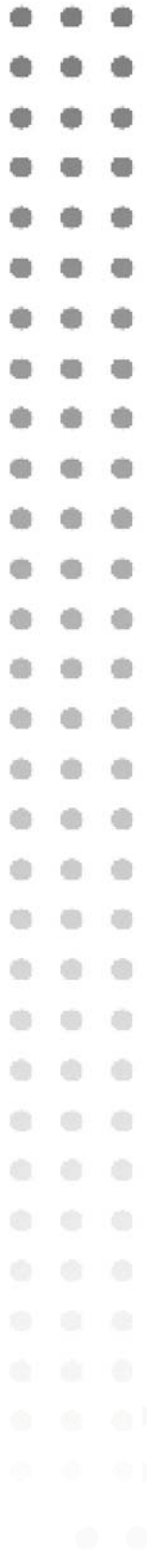
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weekend of October 7, 8 and 9, 2011. The same city just days before the Final is also a tried and tested formula,” he said.

He said RNZ 2011 was greatly impressed with all of the proposals including those from Hamilton and from North Harbour Stadium, to host the Bronze Final.

“We can appreciate that there will be disappointment. However we are encouraging all regions to focus on the opportunities that are coming up in the pool match and team base allocations ahead. The quarter-finals and Bronze Final allocation announcement is only the beginning of the process.”

Submissions for pool matches and to host teams will be required by October 31 with decisions on pool venues scheduled to be announced in March or April 2009 and team bases in late 2009.



## CEO Update



Seeing the joy on the faces of the Wellington and Christchurch contingents present at RNZ 2011's offices when it was announced that those two cities would each host two quarter-finals was incredibly inspiring for those of us who have been working for months leading up to those crucial decisions.

It was also a compelling reminder that a non-negotiable key to the success of the tournament will ultimately be the need for RNZ 2011 to keep our promise that RWC 2011 will be delivered by our "Stadium of Four Million."

We (RNZ 2011) need to somehow keep finding ways of making sure that this Tournament, in a real and tangible way, touches communities throughout our country and that our people collectively have a meaningful way to directly contribute to and enjoy the success of this event.

It has also been interesting to reflect on the lessons from the Beijing Olympic Games.

From the feedback we have received from a variety of Olympics attendees, both participants and spectators, it is clear that this event was delivered in an operationally superb manner. The facilities and infrastructure were not just world-class but were world-leading. Logistically, things went very smoothly. Prices for tickets, merchandise, food and accommodation seemed relatively reasonable. The paid and volunteer workforces delivering the events were friendly and helpful.

Likewise, on the whole, the participants played their part. Michael Phelps and Usain Bolt were perhaps the most visible star athletes but many others, Kiwis included, provided memorable moments.

What is less clear is whether these Olympics truly captured the essence of "festival" which is now part of a major event of this magnitude.

The opening ceremony was spectacular but subsequently somewhat tainted by the controversy surrounding the fakery around one of the young Chinese singers. The environment

surrounding the "Birds Nest" and "the Cube" stadia was beautiful but access to this area was severely restricted, which stifled the atmosphere around the venues. The Paralympics opening ceremony, also very spectacular, was blighted by criticism of the organisers' decision to use able-bodied performers in wheelchairs rather than to use this unique opportunity to showcase genuinely disabled performers. Some media also placed considerable focus on such things as restricted access to information about sensitive issues, the forced "relocation" of many inhabitants and businesses in Beijing to make way for the Games, and China's alleged use of under-age gymnasts.

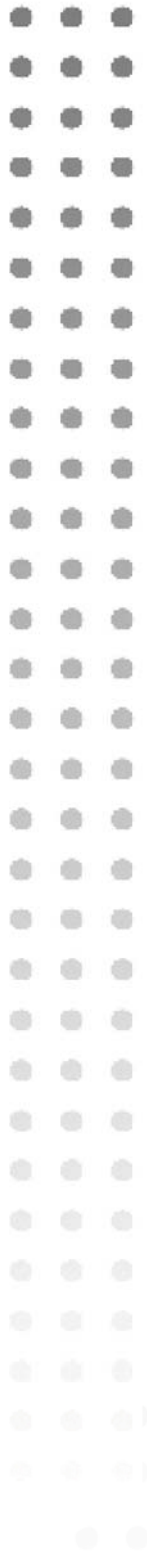
Perhaps some of this type of analysis amounts to petty criticism when looked at in the context of what China achieved overall, but it is a reminder that small things can have a disproportionate impact on how successful a major event is perceived to have been. In other words, the small things do matter!

However, for me, the abiding memory of the Beijing Olympics will be that it was an event delivered by its organisers in a closely controlled and calculated (albeit, positive) way FOR the people of China and FOR the outside world. I guess that, given the vast size and diversity of China and given the desire of the powers that be to present China's best face possible, this was probably both inevitable and not unreasonable.

In contrast, New Zealand's smallness and compactness, our historical nationwide interest in and support of rugby, and our love of a good time provides us with our best opportunity to deliver our major event, RWC 2011, in a way which is both unique and compelling.

Our "target market" is not just the participants and visitors but is also ourselves. Looking after our guests brilliantly will not only gain us recognition and respect from those we look after but will also give us a tremendous sense of social and cultural unity and cohesion.

If RNZ 2011, and others working with us to prepare for this, do our jobs well then, by kick-off time in September 2011, we believe that we will be in a position to truly deliver RWC 2011 WITH rather than FOR our people. If we do that, and are operationally superb, then together New Zealand will achieve something special.



### Going... Going...



### Gone!



*The last pillar of the old Eden Park South Stand is tipped.....and falls.*

The construction phase of Eden Park's major re-development for Rugby World Cup 2011 was underway within hours of the All Blacks and Wallabies players and fans departing the stadium after their Bledisloe Cup encounter on August 2.

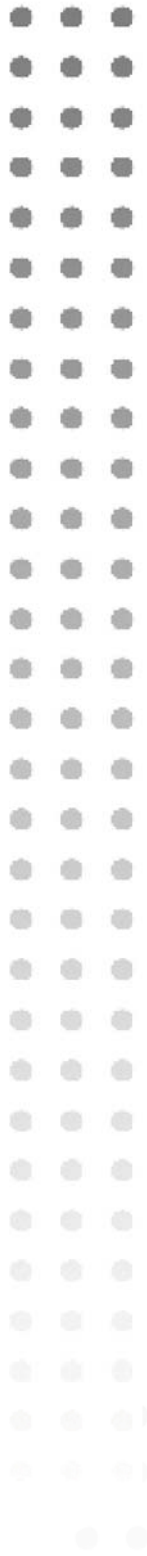
Demolition crews moved into the park at midnight to begin dismantling seats and removing fixtures, some of which had been purchased in a charity auction run by the Eden Park Redevelopment Board in July. Demolition activity stepped up in the days following and as the heavy machinery moved in, Rugby World Cup Minister Clayton Cosgrove was on hand lend his support and to officially launch the demolition of the South Stand and Eastern Terraces.

For Aucklanders, this was the signal that work was now well underway on the centrepiece project for Rugby World Cup 2011. For others, it was also an opportunity to reminisce about the many famous moments that had been witnessed by the famous old stand, including the first Rugby World Cup opening match and the Final in 1987, the epic and infamous Third Test of the 1981 Springboks Tour, through to a decade of dominance by the Auckland and All Blacks teams in the 1980s and 1990s.

With the last of the stand structures toppled in early September, the redevelopment contractor Fletcher Construction began transitioning to the earthworks required to establish the new three-tier South Stand and Eastern Stand, which will help lift the stadium capacity to 60,000 in time for the 2011 Tournament.



*Rugby World Cup Minister Clayton Cosgrove briefs media on the demolition progress at Eden Park as the machinery moves in.*



## Accommodation Bank taking deposits

The Rugby World Cup 2011 Accommodation Bank is filling up with most of the major hotel chains now represented in the agreement.

Rugby New Zealand 2011 has confirmed that with the number of rooms locked into the accommodation bank is now nearing the intended target. Accor is the latest hotel group to sign up joining Millennium Hotels, Intercontinental Hotel Group, Heritage Hotels, Grand Chancellor Hotels, Scenic Circle and Duxton Hotels among the major hotel groups which have committed to be part of the Accommodation Bank.

Martin Snedden said RNZ 2011 was delighted with the progress being made on the Accommodation Bank which was a crucial element of maximising the success of the Tournament.

“We recognised very early on that having adequate and appropriate accommodation available for all those involved in the Rugby World Cup and those travellers coming to New Zealand was vital to ensure a good experience for all. We also needed to maximise the accommodation assets in New Zealand and balance the needs of the Tournament – including players, officials and guests – with the requirements of visiting and Kiwi fans. The progress we have made on the accommodation bank gives us confidence we can achieve this.”

Mr Snedden said that with most the major hotel groups now represented and a significant inventory of hotel rooms secured, RNZ 2011 was now moving into discussions with the motel sector and also developing further the cruise ship options to expand accommodation opportunities, as is the practice at other major events.

Williment Travel Group have been managing the accommodation bank on behalf of RNZ 2011 and Director Duncan Garvie says the Accommodation Bank has received fantastic support from the major hotel chains nationally as well as significant numbers of independent properties.

“The level of enthusiasm and desire to support the Tournament is high among the sector and there is a real understanding of the Accommodation Bank’s role,” he said.



*Pictured front are Accor’s Area Director Sales and Marketing South Pacific, John Farrell and Senior Vice President Sales and Marketing Asia Pacific Region, Ray Stone, with (back row) Duncan Garvie and Jo Williment of Williment Travel Group and Rugby New Zealand 2011 CEO Martin Snedden.*

## RWC 2011 virtually here



Rugby World Cup Limited and Rugby New Zealand 2011 have launched the first phase of the Official Tournament website, at [www.rugbyworldcup.com](http://www.rugbyworldcup.com).

The site features dedicated areas including Rugby World Cup 2011 qualifying fixtures and results, a specific RNZ 2011 section, news, a media section and detailed Rugby World Cup statistics.

“The official Rugby World Cup website was one of the success stories of the last tournament in France,” said IRB

Chairman Bernard Lapasset. “The site proved to be a massive hit with over 150 million page impressions during the tournament, representing a 25% increase compared to RWC 2003.

“The launch of the first phase of the RWC 2011 website in conjunction with RNZ 2011 provides supporters with an official destination to find out all the latest news as preparations for the Tournament gather pace. We hope many of them will join us in New Zealand in 2011,” added Lapasset.

Martin Snedden said the website was a great platform to promote the Tournament and all that is on offer in and around the event in New Zealand.

“One of our core philosophies is that Rugby World Cup in New Zealand will be hosted in a stadium of four million people – and we hope to emphasise that welcome to rugby fans across the globe through [rugbyworldcup.com](http://rugbyworldcup.com)

“We are also working on plans to extend the Tournament beyond the playing fields to cities, towns and regions across New Zealand through a Rugby World Cup festival which will create a range of additional tourism, cultural and entertainment events for visitors to experience.”

The next phases of development will include detailed information on match venue cities, ticketing and how New Zealanders can get involved in the Tournament.

The main Rugby World Cup site can be accessed at: [www.rugbyworldcup.com](http://www.rugbyworldcup.com)

The New Zealand 2011 section can be accessed from [rugbyworldcup.com](http://rugbyworldcup.com) or directly at: [www.rugbyworldcup.com/destinationnewzealand](http://www.rugbyworldcup.com/destinationnewzealand)

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## Swapping codes



Steve Dunbar will swap a round ball for an oval one when he takes up his new role as Match Services Manager with Rugby New Zealand 2011 in January.

Steve is currently the Operations Director for the FIFA Under 17 Women’s World Cup being staged in Auckland, Hamilton, Wellington and Christchurch in October and November of this year.

His new role will bring him back into the rugby fold having been CEO of the highly successful NZI Sevens tournament, held annually in Wellington, for several years. Steve was a key figure in the event’s growth into arguably the best sevens tournament in the world. During a tenure of eight years with the Wellington Rugby Football Union, Steve was heavily involved in the planning and delivery of All Blacks Test matches, Super Rugby and domestic rugby fixtures and was also co-opted to help compile New Zealand’s successful bid to host Rugby World Cup 2011.

Steve’s primary role with RNZ 2011 will be to assist with the delivery of the core operational requirements for the Tournament. This will include the provision of support to venues, provincial unions and other key organisations in relation to match delivery.



## Emirates takes flight as first RWC 2011 partner



Former All Blacks captain Buck Shelford kicks off the Emirates sponsorship of Rugby World Cup 2011 with (from left) Martin Snedden, CEO of Rugby New Zealand 2011, Kit McConnell, RWC Tournament Director, Gary Chapman, Emirates President Group Services, New Zealand Prime Minister Helen Clark and Rugby World Cup Minister Clayton Cosgrove. (Photo by Getty Images for Emirates)

Emirates Airline has become the first worldwide partner of Rugby World Cup 2011 and will be the Tournament's official airline, commencing the commercial programme which will support the event.

The announcement was made at a function attended by New Zealand Prime Minister Helen Clark, RNZ 2011 CEO Martin Snedden and former All Blacks captain Buck Shelford in Auckland late last month.

Helen Clark said the confirmation of Emirates' sponsorship was a significant milestone for RWC 2011.

"Securing such a high-profile and respected sponsor is a major step for the tournament and will help New Zealand put on the best Rugby World Cup yet."

Rugby World Cup Chairman Bernard Lapasset said the announcement highlighted the prestige of the tournament, which was now one of the largest sporting events in the world.

"I'm delighted that we will be in partnership with a company with a history in the game that includes being a sponsor of Rugby World Cup 2007 in France and sponsorship programmes with several Sevens tournaments and teams as well as the Western Force Super 14 team."

Gary Chapman, President Group Services, said the Emirates network, which spans six continents, would be able to offer an easy route for rugby fans around the world to travel to New Zealand via Dubai.

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## Focus on RWC opportunities for Maori

Paora Ammunson has been appointed Project Manager Maori with Te Puni Kokiri, a role designed to maximise the opportunities for Maori presented by Rugby World Cup 2011.

Mr Ammunson currently serves on the Ngati Kahungunu Iwi Incorporated Board, and has experience in similar major projects after working for the Ministry of Foreign Affairs on the APEC summit held in New Zealand in 1999. He says the international exposure for Maori business and profile of Maori as a people was huge at APEC and that RWC 2011 could be even bigger.

